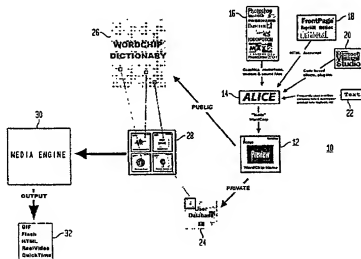




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(54) Title: SYSTEM AND METHOD FOR GENERATING INTERACTIVE ANIMATED INFORMATION AND ADVERTISEMENTS



(57) Abstract

A digital animation system relies on digital media data objects (12) called WordChips (12). Each WordChip (12) contains basic digital media Data (42) that may be either a binary data file (16), HTML/Javascript code (18), executable code (20), or plain text (22), as well as MetaData high level information (44). Each WordChip (12) also contains identifying information (46) as well as elements (34, 38, 40) for interacting with other WordChips. A script (36) controlling WordChip behavior may also be added. The digital system allows the user to create WordChips (12) from basic data as well as to form Metaphors (56) from other WordChips. The WordChips (12) may be combined to form Sentences (58) that include instructions (60) for specifying interaction between WordChips. Finally, a Story (62) may be authored from a raw animation file that is modified by adding Slots (70) for receiving WordChips (12). Subsequent users of the Story (62) insert their own WordChips to complete the Story (62). An animation engine (30) then produces an animated presentation (32) based on the completed Story (62).